



MyFoxTampaBay.com

www.myfoxtampabay.com

Remit Address:

WTVT
New World Communications of Tampa Inc.
P.O. Box 100535
Atlanta, GA 30384-0535
Main: (813) 876-1313
Billing: (813) 870-9603

INVOICE

Advertiser	Fitzgerald for Congress
Product	Fitzgerald for Congress
Estimate Number	12130

Invoice #	129844-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/30/12

Station	WTVT
Account Executive	Kristin Bold
Sales Office	Tampa-Local
Sales Region	Local

Order #	129844
Alt Order #	Political Candidate
Deal #	
Order Flight	09/25/12 - 10/01/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	13	Good Day 530a	530a-6a								
	CDR										
	13				09/24/12 to 09/30/12	1x	--T--				
				Th	09/27/12	1:00	5:41 AM	KFT1201H	\$900.00		1
2	13	Good Day 6a	6a-7a								
	CDR										
	13				09/24/12 to 09/30/12	3x	-TW-F-				
				Tu	09/25/12	1:00	6:52 AM	KFT1201H	\$1,620.00		1
	13			W	09/26/12	1:00	6:50 AM	KFT1201H	\$1,620.00		2
	13			F	09/28/12	1:00	6:23 AM	KFT1201H	\$1,620.00		3
4	13	Good Day 7a	7a-8a								
	CDR										
	13				09/24/12 to 09/30/12	2x	-T-T--				
				Tu	09/25/12	1:00	7:42 AM	KFT1201H	\$1,620.00		1
	13			Th	09/27/12	1:00	7:54 AM	KFT1201H	\$1,620.00		2
5	13	Good Day 8a	8a-9a								
	CDR										
	13				09/24/12 to 09/30/12	2x	--W-F-				
				W	09/26/12	1:00	8:58 AM	KFT1201H	\$1,440.00		1
	13			F	09/28/12	1:00	8:52 AM	KFT1201H	\$1,440.00		2
6	13	Good Day Su 8a	8a-9a								
	LUR										
	13				09/24/12 to 09/30/12	1x	-----S				
				Su	09/30/12	1:00	8:44 AM	KFT1201H	\$700.00		1
7	13	M-F 10a-11a	10a-11a								
	LUR										
	13				09/24/12 to 09/30/12	1x	--W----				
				W	09/26/12	1:00	10:34 AM	KFT1201H	\$500.00		1
8	13	Fox 13 News at Noon	12p-1p								
	LUR										

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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
8	13	Fox 13 News at Noon	12p-1p								
	LUR										
9	13	M-F 3p-4p	3p-4p								
	LUR										
11	13	M-F 4p-5p	4p-5p								
	CDR										
12	13	Fox 13 News at 5p	5p-530p								
	CDR										
13	13	Fox 13 News at 6p	6p-630p								
	CDR										
15	13	Fox 13 News at 630p	630p-7p								
	CDR										
16	13	M-F 730p-8p	730p-8p								

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Media Strategies & Research
Attention: Accounts Payable
11350 Random Hills Road
Suite 670
Fairfax, VA 22030 7428

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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
		CDR									
13											
17	13	X-Factor THU	8p-9p	W	09/26/12	1:00	7:41 PM	KFT1201H	\$1,710.00		1
		CDR									
13											
18	13	M-Su 10p-1030p Late News	10p-1030p	Th	09/27/12	1:00	7:58 PM	KFT1201H	\$18,000.00		1
		CDR									
13											
19	13	M-Su 1030-11p Late News	1030p-11p	Tu	09/25/12	1:00	10:00 PM	KFT1201H	\$3,780.00		2
		CDR									
13				Th	09/27/12	1:00	10:21 PM	KFT1201H	\$3,780.00		1
13											
20	13	M-Su 11p-1135p Late News	11p-1135p	W	09/26/12	1:00	10:57 PM	KFT1201H	\$3,060.00		2
		CDR									
13				Th	09/27/12	1:00	10:52 PM	KFT1201H	\$3,060.00		3
13				F	09/28/12	1:00	10:36 PM	KFT1201H	\$3,060.00		1
13											
21	13	M-Su 10p-1030p Late News	10p-1030p	Tu	09/25/12	1:00	11:21 PM	KFT1201H	\$2,160.00		1
		CDR									
13				W	09/26/12	1:00	11:12 PM	KFT1201H	\$2,160.00		2
13											
09/24/12 to 09/30/12	3x	- WTF -									
13											
13											
13											
09/24/12 to 09/30/12	2x	- TW- - -									
13											
13											
13											
09/24/12 to 09/30/12	1x	----- S									
13											
13											

Aired Spots**31**

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Gross Total **\$70,430.00**Agency Commission **\$10,564.50**Net Amount Due **\$59,865.50** Payment Terms 30 Days

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